

CONTRACT

www.wxyz.com

WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
(248)827-7777

And:

Hamburger Company
5505 Connecticut Avenue NW - #219
Washington, DC 20015

<u>Contract / Revision</u> 308065 /		<u>Alt Order #</u>
<u>Product</u> Protect Our Jobs		
<u>Contract Dates</u> 08/21/12 - 08/27/12	<u>Estimate #</u> 1583	
<u>Advertiser</u> Protect Our Jobs		<u>Original Date / Revision</u> 08/15/12 / 08/16/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WXYZ	<u>Account Executive</u> Dave Lombardo	<u>Sales Office</u> EWS - Washing
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u> 14019	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 2	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WXYZ	08/21/12	08/27/12	7 Action News This Morning	430a-5a		:30			NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	11111--				5	\$125.00			
N 2	WXYZ	08/21/12	08/27/12	M-F 7-9am	7-9am M-F		:30			NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	22222--				10	\$650.00			
N 3	WXYZ	08/25/12	08/25/12	Action News SAT 6am	SAT 6-7am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	-----S-				1	\$250.00			
N 4	WXYZ	08/25/12	08/25/12	GMA SAT 7-8am	SAT 7-8am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	-----S-				1	\$350.00			
N 5	WXYZ	08/25/12	08/25/12	Action News SAT 8am	SAT 8-9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	-----S-				1	\$300.00			
N 6	WXYZ	08/26/12	08/26/12	Action News SUN 6am	SUN 6-7am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	-----S				1	\$200.00			
N 7	WXYZ	08/26/12	08/26/12	GMA SUN 7-8am	SUN 7-8am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	-----S				1	\$300.00			
N 8	WXYZ	08/26/12	08/26/12	Action News SUN 8am	Sun 8-930am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	-----S				1	\$250.00			
N 9	WXYZ	08/21/12	08/27/12	M-F 9a-10a	9-10am M-F		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	11111--				5	\$400.00			
N 10	WXYZ	08/21/12	08/27/12	M-F 10a-11a	10-11am M-F		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/21/12	08/27/12	11111--				5	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u> 08/21/12 - 08/27/12	<u>Product</u> Protect Our Jobs	<u>Estimate #</u> 1583
<u>Advertiser</u> Protect Our Jobs		<u>Original Date / Revision</u> 08/15/12 / 08/16/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 11	WXYZ	08/21/12	08/27/12	M-F 11a-12n	11am-12pm M-F		:30			NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11111--				5	\$600.00			
N 12	WXYZ	08/21/12	08/27/12	M-F 12-1pm	12-1pm		:30			NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11111--				5	\$400.00			
N 13	WXYZ	08/21/12	08/27/12	Dr. Oz	4-5pm M-F		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11111--				5	\$500.00			
N 14	WXYZ	08/21/12	08/27/12	5-6pm M-F	5-6pm M-F		:30			NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11111--				5	\$650.00			
N 15	WXYZ	08/21/12	08/27/12	6-630pm M-F	6-630pm M-F		:30			NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11-1---				3	\$900.00			
N 16	WXYZ	08/22/12	08/24/12	M-F 7-730p	7-730pm M-F		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	--1-1--				2	\$750.00			
N 17	WXYZ	08/25/12	08/25/12	Sa 6-630p	6-630pm Sat		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	-----S-				1	\$500.00			
N 18	WXYZ	08/21/12	08/27/12	11pm Action News Update	11-1135pm M-Sun		:30			NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11-1--1				4	\$1,400.00			
N 19	WXYZ	08/22/12	08/24/12	Nightline	1135pm-1205am M		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	--1-1--				2	\$700.00			
N 20	WXYZ	08/21/12	08/27/12	Jimmy Kimmel Live	1205am-105am M-		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11111--				5	\$200.00			
N 21	WXYZ	08/21/12	08/27/12	M-F 106a-206a	106am-206am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	11111--				5	\$100.00			
N 22	WXYZ	08/25/12	08/25/12	SA 1130p-1230a	1130pm-1230am		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	-----S-				1	\$250.00			
N 23	WXYZ	08/26/12	08/26/12	SU 1130p-12a	1130pm-12am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	-----S				1	\$500.00			
N 24	WXYZ	08/21/12	08/21/12	NY Med	10-11pm Tuesday		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	-T-----				1	\$2,000.00			
N 25	WXYZ	08/23/12	08/23/12	Thursday Prime C	10-11pm Thursday		:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/21/12	08/27/12	---T---				1	\$2,000.00			
N 26	WXYZ	08/25/12	08/25/12	Saturday Prime	8-11pm Saturday		:30			NM	1	\$800.00

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Week:		08/21/12	08/27/12	-----S-				1	\$800.00			
Totals											78	\$42,025.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	65	\$35,100.00	\$29,835.00
08/27/12 - 08/27/12	13	\$6,925.00	\$5,886.25
Totals	78	\$42,025.00	\$35,721.25

Signature: _____ **Date:** _____

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